

Applicant incorporates by reference its previous remarks. Again, Applicant maintains that the cited references, alone or in combination, do not anticipate any of the claims or establish a *prima facie* case of obviousness because none of the references show or suggests one or more of the claimed features.

With respect to claims 27 and 53, none of the references show or suggest at least the claimed auction monitoring report including multiple auction management records that each display information pertaining to a respective auction submission displayed in a common view, and which implement functionality that allows a user to interact with the auction management records to manage the associated auctions. With respect to claims 34 and 60, none of the references show or suggest the display of tracking fields in association with the auction management records that are configured to receive user input to change their display to indicate the completion of post-sale activities. These elements produce an auction monitoring and management tool that is superior to anything that came before.

With respect to claims 27 and 54, the references also fail to disclose or suggest the claimed library system for creating and storing auction submissions with reusable resources (images, textual descriptions and templates) stored in libraries created by the user. In particular, none of the references show or suggest a system that automatically creates an auction submission in response to a user request by combining a selected image, textual description, and template from the user-created libraries.

With respect to claims 29, 30 and 58, none of the references show or suggest a methodology for creating a set of auction management records within a particular auction monitoring report, or for creating a plurality of auction management reports that are each associated with a respective account. These elements further contribute to the superior auction monitoring and management methodology.

With respect to claims 31, 32, 42 and 62, none of the references show or suggest a system that further allows the creation of libraries for sales records and billing records, the transmission of the billing record to the purchaser, or the storage of shipping and payment information in association with the auction management account. These advantageous features further improve the effectiveness of the methodology.

With respect to claims 35 and 64-65, none of the references show or suggest an auction management report in which each auction management record is displayed as a row and the associated tracking fields are displayed as icons. This configuration has

the advantage of displaying a large amount of useful information within a common view to facilitate the auction monitoring and management process.

With respect to claims 43 and 63, none of the references show or suggest a system that automatically creates a "feedback" message and sends the message to the purchaser in accordance with predefined settings data, and then automatically alters the display of the associated tracking field to indicate completion of this task. Claims 46 are 66 are also directed to this type of functionality. Automating of these functions has the advantage of making the process easier and less time consuming.

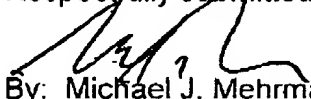
With respect to the remaining claims, none of the references show or suggest a system that includes these particular techniques for operating the auction management system, such as downloading and parsing an Internet page at an auction site to obtain updated auction information. Applicant submits that the cited references do not recite any techniques for updating auction management information, much less the recited methodology. In fact, only Rackson mentions updating auction information, but does not suggest how this would be done.

Applicant also requests that the examiner give full consideration to the Declaration of Daris McCullough establishing the considerable commercial success of the present invention.

### CONCLUSION

It is believed that the preceding amendment and remarks are further responsive to the Office Action mailed April 4, 2005, and that the claims are in condition for allowance. If the Examiner believes that there are any issues that can be resolved by a telephone conference, or that there are any informalities that can be corrected by an Examiner's amendment, please call Mike Mehrman at (404) 497-7400.

Respectfully submitted,

  
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